Should You Have a Global Strategy?







Future plans

Is it a Good Strategy?

Ability to effectively leverage their cornerstone product differentiation strates

- by offering a premium product (high quality beautiges and snacks)

 Providing each customer unique "Marbucks Experience"
- noveling each customer unique Martiscus Experience*
 Human resoluce management's for building very strong internal and external relationships with suppliers

organic expansion into international markets, horizont integration through smart acquisitions and alliances

Low-cost implementation through

- Exporting or Reensing for product (Contractual source or income)
 Exportining for constraint a course page Studential charge
- Liceraing (for trademarics): Delight customers with the original store design, popular seconal pronotions, and handcrafted beverages origized by more than 70 million local customers every week

Yes

- this strangy too. I find of benefits

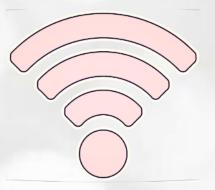
 The loweriging care competen

 The low cost implementation

 The cost cost implementation
- But filey have to becareful about these risks too:

 No or limited local responsiveness.

 Highly all ested by exchange rate flactabless of the Cer
- has transaction in other contentes, primarily the Consider dallor this point with and Aponetic join + fluctuations \$ 6.5%
- Higher risk of Intelliatural Property expropriation (need as heavy and effective protestion, on: has four of



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- 6-25.5 Rhps (of cross-suicheath-fibridat http://sww.lotes.com/sites/ groupseculation/2015/01/21/dat-ducks-normingparties robust enpancies plans and havingsmations to dive-most his cross-suicheathmations.

"These strategies will deliver growth and the enduring company."

Howard Schultz, CEO

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Content Thecasesolutions.com

I/ International Strategie

II/Why?

III/ Is it a good strategy?

ernational Strategy

An International Strategy

Definition of a International Strategy

Thecasesolutions.com

Leveraging home-based core competencies

Selling the same products or services in both domestic and foreign markets

Thecasesolutions.com

Why?

Thecasesolutions.com

- · Strong brand identity
 - Best known coffe arand in the world
- · Strong network of franchising/licensi
 - 10653 licensed stops wordwide, 50% of all Starbucks stores
- Differenciation strategy
 - Premium quality positioning

Why?

Thecasesolutions.com

Used by MNE' with relatively high domestic market: the US

Well suited for premium products: The quality of the product and the service

Supply chain easy to divide

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Examples of Starbucks' expansion

England (1998)

Starbucks entered the U.K. market with the \$83 milion acquisition of the then 60-outlet, UK-based Seattle Coffee Company, re-brancing all the stones as Starbucks.

2015: First profitable year for Starbucks in the



· First expansion outside of Northern America

- Starbucks operated through a joint-venture with Sazahy
- It helped them to acquire the howledge about Japanese marks:
- Now that Starbucks is solidly established in Jap they want to buy their partners' shares to gain it

for Berthald Indices. And the Control of the Contr



China (1999)

Starbucks aggressively expanded in China where Chinese traditionally prefer tea.

Key to success: coffee houses that empower China's emerging middle class to publicy display their new lifestyles and status while keeping

